Million Dollar Corporation of National Prominence

Twelve or fifteen years ago, the business of manufacturing ice cream was confined largely to the caterers, druggists, and small dealers conducting "ice cream parlors." The business was of a precarious nature and not many people cared to experiment with it on a large scale, since the demand was only a seasonal one and the product considered a delicacy rather than a staple food.

Ten years ago, the Chapin-Sacks Mfg. Company, then operating an ice plant in this city, conceived the idea of manufacturing ice cream on a larger scale than had ever been attempted south of New York or Philadelphia. The name chosen for the product was "The Velvet Kind Ice Cream." The idea being from the very start to make the name synonymous with quality, purity, and service.

The venture succeeded beyond their fondest hopes and in a few years' time the business had assumed such proportions that a new factory was necessary, so a two-story brick and concrete structure was built to house the ice cream department. The equipment installed at that time was of the most modern and sanitary type. The capacity of the plant was considered ample for years to come, but in 1913 an additional floor had to be added and the plant was then the largest in the country and so well equipped and arranged that many of the newer plants in other cities have been modeled after it.

So much for the history of the origin of "The Velvet Kind." Let us now take a trip through and around the plant as the writer of this article did. I was first shown the ice conveyer which brings the ice, used for packing ice cream on the teams and in the cabinets, from ice houses three floors below into a precooled storage room, where it is held over night. In the heighth of the summer season, the daily consumption of ice amounts to over 100 tons per day. Think of it, enough ice to keep over 5,000 family refrigerators cold twenty-four hours. The huge ice crusher is located just outside this storage room and the crushed ice passes down through a chute to the teams in the driveway or on the shipping floor below.

Passing on through a can storage room we came to the pasteurizing room, where the first and most important stage in the manufacture of "The Velvet Kind" is carried on. The cream is taken out of the large storage room, where it is kept at a temperature slightly above the freezing point of water, emptied from the cans into a pasteurizing vat and pasteurized by the "holding method." From there the cream passes through the homogenizer, a machine which, by exerting a pressure of from two to three thousand pounds per square inch on the cream as it passes through a small valve, breaks up the microscopic fat globules and disseminates the fat better than nature does it herself. Cream which has been homogenized, I was told, cannot be separated even with a modern centrifugal separator, will not churn and in addition to the above reasons homogenized cream is better for whipping cream because of its increased viscosity. It is also true, he said, and, by the way, my guide was the company's chemist, that the homogenizer aids materially in keeping our bacteriological count down. The homogenized cream passes over a cooling coil and then into large holding vats. These vats, six in number, and having a capacity of one thousand gallons each, are made of heavy tin insulated with cork and have a refrigeration coil passing through the center of each. This coil is so arranged that it may be revolved while ice water is pumped through it. Tight-fitting covers are clamped on, so the pasteurized cream is kept from contamination by air and dust and at a temperature just a little above the freezing point of water.

Sanitary piping carries the cream from the big vats on the third floor to the weighing can and thence to the mixers on the floor below. The object of the weighing can, as is plain to be seen, is to insure uniformity of the finished product. The cream is weighed and then run into mechanical mixers having a capacity of one hundred and seventy-five gallons each. The proper amount of sugar and flavor is added to the cream in these mixers. There is one exception to this rule, namely, the fruit creams, which derive their flavor entirely from the uncooked fruits added while the cream is in the freezers. Looking after the mixing room is no small job. In one month alone the ingredients used, exclusive of cream, was as follows: One hundred thousand pounds of sugar, three thousand pounds chocolate powder, five thousand gallons of fruit and three hundred gallons of vanilla flavoring. The ice cream sold that month was sufficient to supply over three million people with a 10-cent slice of brick ice cream.

I must not forget to mention the laboratory, located on the second floor just to one side of the mixing room. It compared very favorably, I thought, with any of the government laboratories I have seen.

The chilled mixture now on the second floor flows through sanitary piping directly into the hoppers of a battery of fifteen modern brine-cooled freezers, located in a room by themselves on the ground floor. Battery is the right word for it, too, as they resemble very much the guns used in modern warfare, except that they are considerably shorter and are German silver plated inside and out, instead of a gun metal finish. The dashers in these freezers are revolved by individual electric motors, placed on stands in the rear of each machine. From ten to fifteen minutes is required to freeze a batch of twelve gallons of ice cream. The cream is only frozen to a semi-solid consistency in the freezers; it is then run into cans and the cans are delivered immediately to the hardening rooms, where the final freezing takes place. These rooms are heavily insulated with cork and are kept at a zero temperature or lower, by direct expansion ammonia coils suspended from the ceiling. About twelve hours in the hardening room is required before the ice cream is ready for the consumer.

The hardening rooms open conveniently into the shipping department, which, of course, is on the ground floor, together with the can-washing and sterilizing room.

We will now go over on the "other side," said my guide, and see where all this refrigeration comes from. The "other side," as he called it, is a good-sized factory in itself. There we saw the big ammonia compressors, 200 tons of ice per day is their total maximum capacity. The tank rooms, where the ice is frozen in five-ton cakes, is a very interesting place and the way that ice is handled is a long story in itself.

We didn't go through the maintenance and construction department, but I was assured that the company employed and had well equipped shops for their mechanics, carpenters, tinners, and painters, together with a good-sized laundry.

Continuing on up the street by the boiler room and an immense brick ice house, we came to the stables, and I am sure that the most critical health officer could find no fault either with the location, in regards to distance from the ice cream factory or the neatness of its appearance. Forty-eight mules constitute the equipment here, he said, and we have our own veternarian to look after the welfare of our charges. Consequently, you very seldom, if ever, see a lame team of ours on the street. As we walked on through the wagon yard, some of the early arrivals were just coming in and we waited long enough to see the wagon washers perform their duty. One team was being shod in the company's blacksmith shop, and the blacksmith informed us that some of his charges wore out a pair of shoes in a week's time. On our way back to the ice cream department we came through the garage, empty for the time being, but at night, with the fifteen electric trucks "on charge" and the seven gas cars calling for their share of attention, the place is busy and crowded, indeed.

Now, said my guide, you have seen the home of "The Velvet Kind." Pretty thoroughly equipped and furnished, is it not? Yet, you may have noticed that we are quite badly crowded at that. It is only a question of a short time before we will have to build a new factory in those vacant lots just above us, and the next time we build, we hope to build big enough and substantial enough for many years to come. It's expensive business building or rebuilding every few years.

It might interest you to know that we manufacture 80,000 tons (4,000,000 ten-cent pieces of ice) each year, and, by the way, that ice is made from water taken directly from the city mains. With one exception, we are the largest individual consumers of water in the city. The ice cream department alone has a daily consumption of 20,000 to 25,000 gallons of cold water and 5,000 to 10,000 gallons of hot water, more than the average family will use in three months, and that, just to keep our place clean and sanitary. We supply practically all of the hospitals in the city with ice cream; nearly all the co-operative lunch rooms conducted in the different government departments buy ice cream from us and most of the lunch rooms and drug stores where ice cream is sold handle our product. Our select family trade keeps four or five special delivery trucks busy most of the time.

Why is it that "The Velvet Kind" has acquired such popularity? I asked. Because it is worthy of it and is only coming into its own, he replied. For years we have been making ice cream according to the best methods known. We are able to do this by controlling our own supply of cream from the time it leaves the farmer until the ice cream reaches the consumer. We have eight other plants in five different States operating in a similar manner to this one here or furnishing the raw products, such as milk and cream. The major portion of the cream used here in the Washington plant comes from our creameries located in Buckeystown, Md., and Woodstock, Va. The milk is gathered daily by automobile trucks, separated at the creamery and the cream shipped to us the same day as gathered. We co-operate with all pure food and health authorities, both State and national, in giving the public what they want in ice cream, PURITY, QUALITY, and SERVICE.

MISSIONARIES SUPPRESS CHINESE OPIUM TRAFFIC

Lottery Used to Determine Which Dealers Shall Quit Business. Taxpayers Favor Scheme.

Peking, Aug. 15.—In and around the coast provinces of China the suppression of opium traffic by the Chinese government officials has been affected so thoroughly that the opium dealers are flocking in increasing numbers under the protection of the foreign settlement in Shanghai, but even there the dealers are finding their activities restricted.

The missionary element and other reformers have hit upon one rather novel campaign for suppression by lottery. The taxpayers in Shanghai voted in favor of the scheme, and a lottery or drawing was recently held for the purpose of selecting out of the 500 opium dealers in the territory 145 who should give up the opium business.

The North China News, describing the drawing, says:

"The drawing was conducted on a platform, and the people, whose fortunes were temporarily or permanently at stake, stood earnestly scrutinizing every move in the procedure. Great care was, of course, taken to insure accuracy in drawing and recording numbers, and the Chinese who held up the ball as it came from the machine was careful to let it be seen between his thumb and forefinger, and to have his long sleeves well rolled back. The proceedings were conducted without a hitch, the drawing being completed within an hour."

WEARS HAT MADE OF TIN.

Resident of Jonesboro, Me., Springs an Innovation.

The latest innovation in men's apparel has been sprung by W. H. Whiting, of Jonesboro, Me. It is a tin hat, with a band made of copper. He fashioned the natty headpiece himself. It is not only very light in weight, but he claims that it is cheaper than a straw "bonnet," lasts longer and is absolutely rainproof. Whiting's tin hat has a luster all its own, something that takes the shine off all other hats. It is more showy than Mambrino's helmet, made famous by Don Quixote. Whiting's hat is made of tin, common sheet tin, the same kind of tin that baked beans and sardines and tomatoes are put in.

It is built on a 1915 model, and no fashionable youth of the town can "put anything over" on him in the matter of style. It is neat, but not gaudy, a tin body with a copper band, not quite as brilliant as a ribbon with college colors, but more substantial and quite as attractive. At least, it attracts plenty of attention when Whiting wears it on the streets.

GOOD WORK OF NURSES.

Brought Out in Incident Told by Dutch Writer.

London.—The following story of an English nurse's heroism is told by the correspondent of the Dutch Algemeen Handelsblad in a "Letter from the English Front:"

"I was walking along a sunken road, when rounding a curve I saw a bent figure slowly moving forward. I hurried up and found it was a girl of about 23 carrying on her shoulder a young English infantryman. He had been shot in the shoulder, and after a preliminary dressing of the wound had been told to go to the nearest field hospital. But he lost his way and wandered on until he collapsed and fainted from loss of blood and fatigue.

"The young woman, an English nurse, found him, and as it was half an hour's walk to the nearest field hospital decided to carry him there."

She accepted my assistance, and using my overcoat as a stretcher, we carried the man to the hospital.

PROBABLY DIDN'T LIKE MUSIC.

Indianian Denies He Sold Goods "For a Song."

Kokomo, Ind.—Not long ago Julius and Charles Lyons, local clothing dealers, bought a stock of goods from Ike Myers, a competitor, whose business had not been profitable for some time, and put the goods on sale, advertising that they had bought the stock "for a song." Myers has brought suit for libel, demanding $10,000. He says the words "bought for a song" were wickedly, maliciously and libelously contrived to injure him in his good name and reputation as a merchant and business man.

URUGUAY'S RECEIPTS PUT AT $29,578,000

Budget of Government Estimates the Expenditures for 1915-1916 will Be $29,477,311.

The budget of the government of Uruguay for 1915-16, as recommended in the president's message of May 15, shows estimated receipts amounting to $29,578,000 and estimated expenditures aggregating $29,477,311, leaving a possible surplus of $100,689. The estimated receipts and expenditures are made up of the following items: Receipts—Customs revenues, $12,500,000; property tax, $4,400,000; trade licenses, $1,700,000; tobacco tax, $1,125,000; special revenues, $2,096,000; sundry items contribute to make up the total of $29,578,000. The principal expenditures are: Department of interior, $3,067,862; finance, $1,951,112; public instruction, $3,112,678; industries, $1,481,896; war and marine, $4,747,257; public debt, $12,523,875; minor items make up the total of $29,477,311.

The republic of Uruguay inaugurated on May 28 a parcel post service with the Netherlands.

The new international bridge over the Cuareim River, constructed by the Northwestern Railway of Uruguay, has recently been opened to traffic with Brazil.

Receptacles imported into the country after January 1, 1916, containing oil for food shall have indicated on same the name of the manufacturer and the kind and quantity of oil. If imported in bottles this information shall appear on the labels. If the oil is made from a single grain or fruit, this shall be stated. For example, "Olive oil," "Cottonseed oil," etc.

The Society of Architects of Montevideo has published an interesting and instructive magazine entitled "Arquitectura" (Architecture). This organization is planning to hold, at some future time, a congress of architects, and has taken preliminary steps looking to this end. Communications have been sent to the different schools of architecture of the Pan-American republics and to prominent architects of the three Americas soliciting their cooperation in this undertaking. The officers of the society in Montevideo are: Horacio Acosta y Lara, president, and Diego, Nobot Courras, secretary.

The government has contracted a loan of 6,000,000 pesos ($6,204,00), to be covered by an issue of 8 per cent per annum interest-bearing bonds, issued at a minimum rate of 9 per cent and providing for 1 per cent per annum amortization. The bonds are to be issued in denominations of 1,000, 500 and 100 pesos each.

The President of Uruguay has been authorized by Congress to expend $100,000 in the purchase of seed wheat, to be resold to agriculturists at cost.

The Tablada Railway, work on which was commenced on June 3 last, is to be completed within a period of time not to exceed three months.

The committee appointed by the government of Uruguay to take charge of the construction of the Pan-American Railway, of which Dr. Sanchez is the secretary, consists of Engineers Eduardo Garcia de Zuniga, Frederico Capurro and Luis Ponce.

Sr. Santiago Rivas, municipal intendant of Montevideo, is considering a plan for the installation of a cold storage plant in Central Market, in the city of Montevideo. The plant is to contain thirty-three rooms and will have five different temperatures available for the storage of food requiring different degrees of cold. The installation will also contain an ice plant.

The First National Exposition of Aviculture was held in Montevideo from May 22 to 26, inclusive. Fine exhibits were made of Leghorns, Orpingtons, Plymouth Rocks, Langshans and Wyandottes.—From the Bulletin of the Pan-American Union.

BARN AFIRE; PEARS RIPEN.

New Jersey Proves State Not Notable Only for 'Skeeters.

New York.—Wonderful things besides mosquitoes come from New Jersey. Witness these two tales:

When Henry Kroder, of Passaic, went to bed Friday night, his ox-heart cherry tree had nothing on it but green leaves and a few scrubby cherries the sparrows had scorned. When he awoke yesterday, it was in full bloom.

Peter Benson, of Netcong, has a pear tree with ripe pears on one side and blossoms on the other. Peter's barn burned and the heat caused the side of the tree nearest to it to ripen, so Peter says.

FARMERS OFTEN SELL TIMBER AT A LOSS

One Man Sold His Property at $1,200 When $7,000 Was Its Real Value.

The marketing of farm timber presents some of the same difficulties, but in an aggravated form, that the farmer meets in selling other crops, says a Forest Service contribution to the Year Book of the Department of Agriculture, just issued. The farmer finds it hard to get enough for his timber. Most farmers now sell their saw timber on the stump to a mill man, such sales ordinarily being made for a lump sum. The mill man, experienced in estimating, goes through the woods and sizes up the quantity and value of the timber he wants. The owner, being a farmer and not a lumberman, seldom knows anything about estimating timber and has only the vaguest idea of what it ought to bring. The consequence of this condition is that the farmer often receives only a small fraction of the actual market value of his stumpage.

Astonishing examples of what a farmer may thus throw away are often encountered by foresters, continues the article. For instance, a Massachusetts farmer sold a million feet of timber to a portable sawmill man for $1,200 and thought he had obtained a good price. His neighbor, however, who knew something about timber, got $7,000 for the same quantity of white pine from the very same portable mill man. The first farmer, on account of his ignorance, practically presented the mill man with $5,800; the second owner was wise enough to learn before he attempted to sell his timber how much he had and what it ought to bring him in money.

The productive capacity of the 200,000,000 acres of farm lands throughout the country which either have or should have timber growing on them is enormous, says the article. This area is larger than all the national forests put together, and with an annual growth of 200 board feet per acre of saw timber—a moderate allowance under the practice of forestry—it would produce annually forever about 40,000,000,000 feet, or the equivalent of the entire lumber cut of the country, in addition to not less than 120,000,000 cords of firewood.

These figures, continues the article, probably never will be realized, for the reason that the present area of farm woodlands is much greater than it will be eventually. For example, woodland comprises 31 per cent of the entire farm area of the South, and undoubtedly much of this land will be put to other uses than timber growing. Nevertheless, the farmers of the United States now own at least 250,000,000,000 feet of saw timber and one and one-third billion cords of cordwood, and this timber should produce a substantial part of their incomes. Farmers ought to make the most of their timber, and the public should be interested in this question for the reason that the vast aggregate of farm timber should be available to supplement the other sources of the general supply.

SHARKS FASTER THAN ENGINE.

Fish Hauls Men in Boat for Ninety Minutes.

New York.—Peter Bresse, James Purcell and William O'Neill decided to catch one of the sharks whose fins for a week have been cutting the waters of Raritan Bay. They trolled from a motor-boat. There was an abrupt jerk to the line in short order and then a pull that sent the cord burning through their hands. They sent their boat about, cut out the engine and fixed the line to a cleat near the bow.

Away off they caught sight of the shark making for the high sea. The boat followed, speeding through the water with more power and at faster clip than the engine had ever driven it. They ran for half a mile with the big fish doing the pulling. Then the line slackened for a moment, but again they were pulled away on another course.

For an hour and a half the boat was dragged up and down the bay and across and back until finally, almost dead from exhaustion, the shark gave up the battle and they towed it to the beach, where it died.

WON SUIT FOR 6 CENTS.

Attorney Sued Hubby After Legal Battle for Divorce.

Detroit.—Attorney Frank R. Martin sued John H. Kane for six cents and won before Justice Marschner. The fact that the costs and time involved in the case amounted to several times the six cents did not detract from the joy of victory.

Martin sighed with satisfaction as he jingled six pennies which Kane took from his pocket with great reluctance.

Several months ago Martin was retained by Kane's wife to represent her in a suit for divorce against her husband. Some time later Kane, among other divers things, said to Martin: "You are a cur; you have ruined my home."

Martin started suit for slander and the jury awarded him six cents. Kane refused to pay. Martin then started justice court action and the verdict was in his favor.